Order / Rev:

104757

Alt Order #:

06836570

Estimate:

NV 2891

Flight Dates:

Product Desc:

07/27/12 - 08/16/12

Original Date / Rev:

07/26/12 / 08/03/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

BLPHI

Amy McCreary

National

Agency

Name:

National Media, Inc.

Buying Contact:

Billing Contact:

815 Slaters Ln.

Alexandria, VA 22314

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

Priority:

A35+

Demographic: Product Codes:

PLI2 SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
06/25/12	07/29/12	26	\$66,675.00	\$56,673.75		
07/30/12	08/16/12	88	\$91,550.00	\$77.817.50		

Totals

· olalo					
Month	# Spots	Gross Amount	Net Amount	Rating	
July 2012	26	\$66,675.00	\$56,673.75	0.00	
August 2012	88	\$91,550.00	\$77,817.50	0.00	
Totals	114	\$158.225.00	\$134,491,25	0.00	

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	59%	\$158,225.00
Market	100%	\$268,177.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	11%	\$29,499.58
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$29,499.58
KTUD	1%	\$2,681.78
KVVU	14%	\$37,544.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$10,727.12

L.n	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/W	/a@M	5-6a	MTWTF	:30	4	\$400.001	0.00 N M	11	\$4,400.00

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KSNV

Order / Rey:

104757

Advertiser:

RNC-IE

Alt Order #:

06836570

Product Desc:

VINC-IE

Flight Dates:

07/27/12 - 08/16/12

Estimate:

NV 2891

Ch Start End Inventory Code Break Start/End Time Days l.n Len Spots Rate Pri Rtg Type Spots Amount \$400.001 KSNV 07/27/12 08/16/12 M-F 5-6a WakeUp w/WaQM 5-6a MTWTE :30 0.00 NM \$4,400,00 M-F 5-6a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS1 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/27/12 08/02/12 MTWTF--\$400.00 0.00 08/09/12 MTWTF--Week: 08/03/12 6 \$400.00 0.00 MTWTF~~ Week: 08/10/12 08/16/12 \$400.00 0,00 1 E 2 KSNV 07/27/12 08/16/12 M-F 6-7a WakeUp w/Wa@M MTWTF--:30 \$700.001 0.00 NM \$7,700.00 M-F 6-7a WakeUp w/Wagners COMMENTS APPLY TO SUB LINES A THRU C WAKE W/WAGNRS2 Spots/Week Rating Start Date End Date Weekdays Rate Week: 07/27/12 08/02/12 MTWTF--4 \$700.00 0.00 Week: 08/03/12 08/09/12 MTWTF--6 \$700.00 0.00 MTWTF--Week: 08/10/12 08/16/12 \$700.00 0.00 2 \$1,400.001 658a-9am E 3 KSNV 07/27/12 08/16/12 **Today Show** CM MTWTF--:30 0.00 NM 5 \$7,000.00 Today Show COMMENTS APPLY TO SUB LINES A THRU B **TODAY SHW** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--Week: 07/27/12 08/02/12 2 \$1,400.00 0.00 Week: 08/03/12 08/09/12 MTWTF--0.00 \$1,400.00 Week: 08/10/12 08/16/12 MTWTF--\$1,400.00 0.00 E 4 KSNV 07/30/12 08/02/12 Wake Up Early w/ Wagn@M 430a-5a MTWT---:30 \$150.002 0.00 NM \$300.00 Wake Up Early Wagners WAKE-W/WAGNERS Spots/Week End Date Rate Rating Start Date Weekdays MTWT---Week; 07/30/12 08/05/12 \$150.00 0.00 Wake Up Early w/ Wagn6M :30 \$150.002 KSNV 08/06/12 08/09/12 430a-5a MTWT---0.00 NM \$600.00 Wake Up Early Wagners WAKE-W/WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT---Week: 08/06/12 08/12/12 \$150.00 0.00 KSNV 08/13/12 08/16/12 Wake Up Early w/ Wagn@M 430a-5a MTWT~~~ :30 \$150.002 0.00 NM \$150.00 Wake Up Early Wagners WAKE-W/WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating MTWT---\$150.00 Week: 08/13/12 08/19/12 0.00 :30 2 \$350.001 0.00 NM E 7 KSNV 08/04/12 08/04/12 News 3 Sunrise - SATURIM ----5-2 \$700.00 6a-7a News 3 Sunrise SATURDAY NW3 AT SUNRISE Start Date End Date Weekdays Spots/Week Rate Rating ----S-\$350.00 0.00Week: 07/30/12 08/05/12 KSNV 08/04/12 08/04/12 SIGN ON-SIGN OFF CM 5a-459a ----5-:30 2 \$600.002 0.00 NM \$1,200.00 ROS (5:00 AM-6:00 AM) SATURDAY TODAY Spots/Week End Date Rating Start Date Weekdays Rate 08/05/12 ----S-\$600.00 0.00 Week: 07/30/12 KSNV 07/29/12 07/29/12 News 3 Sunrise - SUND&M \$350.001 0.00 NM 6a-7a ----S :30 2 2 \$700.00 News 3 Sunrise SUNDAY NW3-SUNRS WKND Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 07/23/12 07/29/12 ----5 \$350.00 0.00 E 10 KSNV 07/27/12 08/02/12 M-F Today Show II 3rd HBM 9-10a MTWTF--:30 \$500.001 0.00 NM \$500.00 M-F Today Show II **TODAY SHW2** End Date Spots/Week Rating Start Date Weekdays Rate Week: 07/27/12 08/02/12 --F--\$500.00 0.00 M-F Today Show III 4th KIM MTWTF--\$325.001 0.00 NM 1 \$325.00 E 11 KSNV 07/27/12 08/02/12 10am-11am :30 Today 4th Hour **TODAY SHW3**

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KSNV

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07/27/12 - 08/16/12

Estimate:

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E11 KSNV 07/27/12 08/02/12 M-F Today Show III 4th I3M 10am-11am MTWTF :30 \$325,001 0.00 NM \$325.00 Today 4th Hour TODAY SHW3 Start Date End Date Weekdays Spots/Week Rating Rate Week: 07/27/12 08/02/12 \$325.00 0.00 E13 KSNV 07/28/12 07/28/12 Olympics Daytime Week@M 4am-6pm ----S-:30 4 \$1,700.003 0.00 NM \$6,800.00 Olympics Daytime WEEKEND OLYMPIC WKND Start Date End Date Weekdays Spots/Week Rate Rating _____ Week: 07/23/12 07/29/12 \$1,700,00 0.00 E14 KSNV 08/04/12 08/04/12 Olympics Daytime Week@M :30 5 \$1,700.003 0.00 NM 4am-6pm \$8,500.00 Olympics Daytime WEEKEND OLYMPIC WKND End Date Weekdays Rating Start Date Spots/Week Rate ----S-08/05/12 0.00 Week: 07/30/12 5 \$1,700.00 E15 KSNV 08/05/12 08/05/12 Olympics Daytime Week@M 4am-6pm ----5 :30 5 \$1,700.003 0.00 NM \$8,500.00 Olympics Daytime WEEKEND OLYMPIC WKND Start Date End Date Weekdays Rate Rating Spots/Week 08/05/12 ----S Week: 07/30/12 5 \$1,700.00 0.00 ____s E 16 KSNV 07/29/12 07/29/12 Olympics Daytime Week@M :30 5 \$1,700.003 0.00 NM 4am-6pm \$8,500.00 Olympics Daytime WEEKEND OLYMPIC WKND Start Date End Date **Weekdays** Spots/Week Rate Rating ----S Week: 07/23/12 07/29/12 \$1,700.00 0.00 E 17 KSNV 07/27/12 08/16/12 M-F Early News CM 5-630p MTWTF--:30 10 \$1,000.001 0.00 NM \$22,000.00 M-F Early News COMMENTS APPLY TO SUB LINES A THRU B **NEWS 3/NBC NITELY NWS** Start Date **End Date** Weekdays Spots/Week Rating Week: 07/27/12 08/02/12 MTWTF--10 \$1,000.00 0:00 08/09/12 MTWTF--10 \$1,000.00 0.00 Week: 08/03/12 MTWTF~~ 2 \$1,000.00 Week: 08/10/12 08/16/12 0:00 E 18 KSNV 07/28/12 08/04/12 Sa-Su Early News CM ----5-:30 1 \$1,000.001 0.00 NM 5pm-630pm \$2,000.00 Sa-Su Early News WKND ED1 NW3-6 Start Date End Date Weekdays Spots/Week Rate Rating ----5-Week: 07/23/12 07/29/12 1 \$1,000.00 0.00 ----S-Week: 07/30/12 08/05/12 1 \$1,000.00 0.00 E 19 KSNV 07/29/12 08/05/12 SUN. 6PM NEWS OLYMM ----S :30 1 \$1,000.001 0.00 NM \$2,000.00 Sun. 6p-7p SUN 6p News Hour OLYMPICS WKND ED1 NW3-6 Start Date End Date Weekdays Rating Spots/Week Rate 07/29/12 ----S 1 \$1,000.00 0.00 Week: 07/23/12 ----s Week: 07/30/12 08/05/12 \$1,000.00 0.00 E 20 KSNV 07/27/12 08/09/12 M-F Jeopardy CM 630-7pm MTWTF--:30 1 \$1,100.001 0.00 NM \$4,400.00 M-F Jeopardy COMMENTS APPLY TO SUB LINES A THRU B JEOPARDY Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 07/27/12 08/02/12 MTWTF--1 \$1,100.00 0.0008/09/12 MTWTF--Week: 08/03/12 3. \$1,100.00 0.00 E 21 KSNV 07/27/12 08/16/12 News 3 Olympic Zone CM 7:30-8:00PM MTWTF---:30 \$750.001 0.00 NM \$8,250.00 News 3 Olympic Zone COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC ZONE Spots/Week Rating Start Date **End Date Weekdays** Rate 08/02/12 MTWT---5 \$750.00 0.00 Week: 07/27/12 08/09/12 MTWTF--\$750.00 Week: 08/03/12 0.00 Week; 08/10/12 08/16/12 ----F--\$750.00 0.00 E 22 KSNV 07/28/12 08/04/12 News 3 Olympic Zone CM 7:30-8:00PM ----S-:30 \$750.001 0.00 NM 2 \$1,500.00 News 3 Olympic Zone

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Product Desc: Estimate:

NV

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Ln Ch Inventory Code Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount OLYMPIC ZONE Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S-\$750.00 0.00 1 ----S-Week: 07/30/12 08/05/12 1 \$750.00 0.00 E 23 KSNV 08/10/12 08/16/12 Olympics Primetime CM 7pm-12am MTWTF--:30 1 \$6,000,003 0.00 NM \$6,000.00 Olympics Primetime OLYMPIC PT Start Date End Date **Weekdays** Spots/Week Rate Rating 08/16/12 ---F--Week: 08/10/12 \$6,000.00 0.00 E 24 KSNV 08/03/12 08/09/12 Olympics Primetime CM 7pm-12am MTWTFS-:30 1 \$6,000.003 0.00 NM \$6,000.00 Olympics Primetime OLYMPIC PT Spots/Week Start Date End Date Weekdays Rating Rate Week: 08/03/12 08/09/12 MTWTFS-\$6,000.00 0.00 E 25 KSNV 07/27/12 07/27/12 Olympics Opening Cerei@M 730p-12a ----F--:30 2\$10,000,003 0.00 NM \$20,000.00 Olympics Opening Ceremony OLY OPN CRMNY Start Date End Date Weekdays Spots/Week Rate Rating ---F--Week: 07/23/12 07/29/12 2\$10,000.00 0.00 E 26 KSNV 07/28/12 07/28/12 Olympics Primetime ----S-CM 7pm-12am :30 2 \$6,000.003 0.00 NM \$12,000.00 Olympics Primetime OLYMPIC PT Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S-2 \$6,000.00 0.00 E 27 KSNV 08/05/12 08/05/12 Olympics Primetime CM 7pm-12am ----S :30 1 \$6,000.003 0.00 NM \$6,000.00 Olympics Primetime OLYMPIC PT Start Date End Date Weekdays Spots/Week Rate Rating Week: 07/30/12 08/05/12 ----S 1 \$6,000.00 0.00 E 28 KSNV 07/29/12 07/29/12 ----S Olympics Primetime CM 7pm-12am :30 2 \$6,000,003 0.00 NM \$12,000.00 Olympics Primetime OLYMPIC PT End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S 2 \$6,000.00 0.00 N 29 KSNV 08/02/12 08/02/12 Olympics Prime REPEATM 1135pm - 5am :30 \$200.003 0.00 NM \$200.00 Olympics Prime REPEAT OLYMPIC PT Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 07/30/12 08/05/12 ---T---\$200.00 0.00